



**IWA 2009
American Business Center
ABC**



Participate in Europe's Leading Trade Show for the Hunting, Sport Shooting and Law Enforcement Industry For only \$900

IWA & OutdoorClassics, March 13-16, 2009 in Nuremberg, Germany, is Europe's leading exhibition in the hunting, sport shooting and law enforcement sector. In 2008 1,046 exhibitors presented their products and services to around 32,000 trade visitors from 99 nations, 167 of which came from the United States.

The U.S. Commercial Service in cooperation with the show organizers for the first time offers U.S. companies a **unique opportunity to showcase their products and evaluate the show at a sensational price.**

American Business Center

The **American Business Center (ABC)** is suited for U.S. companies who want to exhibit at IWA but elect not to have a booth or could not get one. We aim to promote U.S. companies who are new to export or new to the German and European market. Located within the U.S. Pavilion, the ABC enables participants to display samples of their products and product literature to an international audience.

ABC Details and Pricing

- Your company exhibits as a co-exhibitor
- You will have approx. 16 sq ft or 5 ft of shelves and displays for your product samples and literature
- Access to the U.S. pavilion's lounge area with beverage and snack catering for your business meetings
- Access to the pavilion's communication area, with Internet, printer and fax
- Catalog entry in print and online version
- 2 Exhibitor badges
- U.S. Commercial Service staff available 24/7 to support you in and around the booth

Price: \$900.00

In addition we offer to organize an individual **fulltime bilingual assistant** to set up additional appointments and help participants with translating, delivering literature to booths, or obtaining marketing information on other exhibitors or competitors.

Price including the assistant: \$1,700

Your company is eligible for the ABC, if:

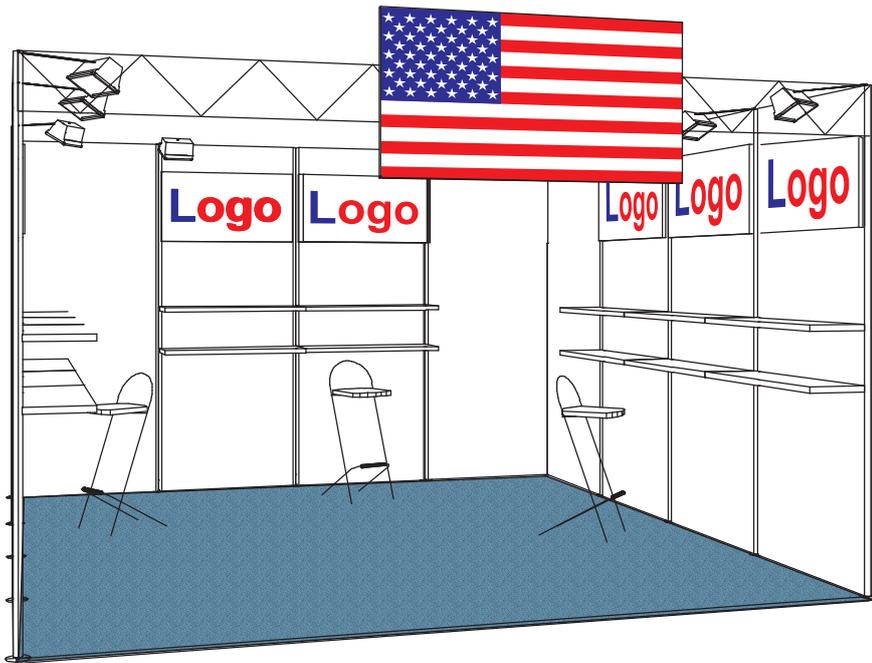
- it has not been a IWA exhibitor within the last five years,
- will display product samples,
- a company representative attends in person,
- company has at least 51% U.S. content.

To register for the ABC and other services offered at IWA 2009 please visit our website:

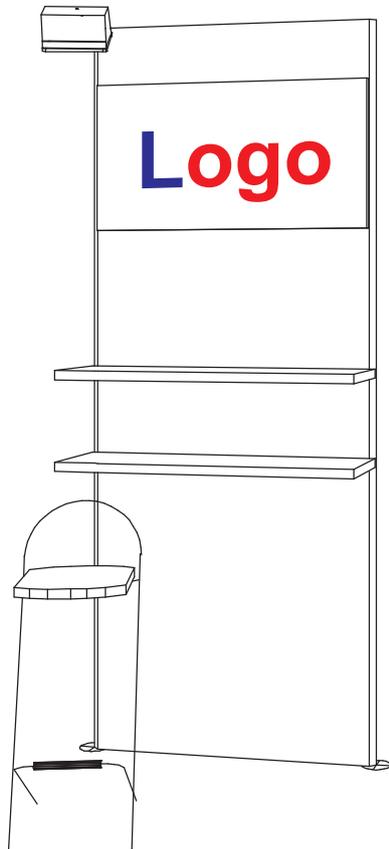
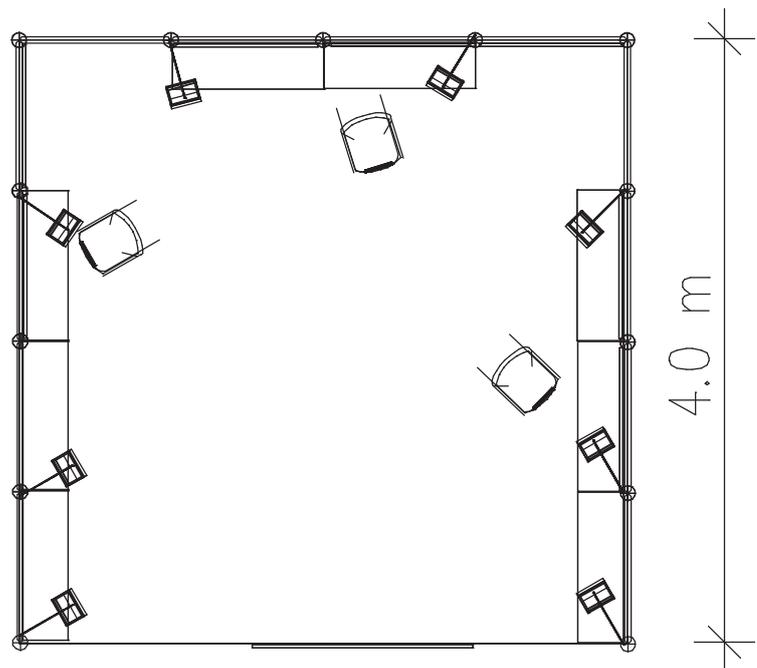
http://www.buyusa.gov/germany/en/iwa_2009_services.html

Or Contact:

Florian Tremmel
Commercial Assistant
U.S. Commercial Service Munich
Königinstr. 5
80539 München
Phone: +49-89-2888-752
Fax: +49-89-28 52 61
Florian.Tremmel@mail.doc.gov



4.0 m = 13.12 ft



Maßstab: 1:50	www.woernlein.de
Datum: 2008-12-03	 messebau wörnlein
Name: Yasmin Dani	
IWA 2009	
Veranstaltung:	
American Business Center	
Halle-Standnr.:	